

# **TRIAL EXHIBIT 5844**

# Go to market activities

## Target

- [REDACTED]
  - Take the discussion forward from Q2 and Identify 2 new lead

## Data source

Lead sent to Veronique on 25<sup>th</sup> Feb 2014

Score 15/15

## Justification:

[REDACTED] building a wireless module based on [REDACTED]  
the technical discussion have started and initiate the discussion on the agreement by mid of March.

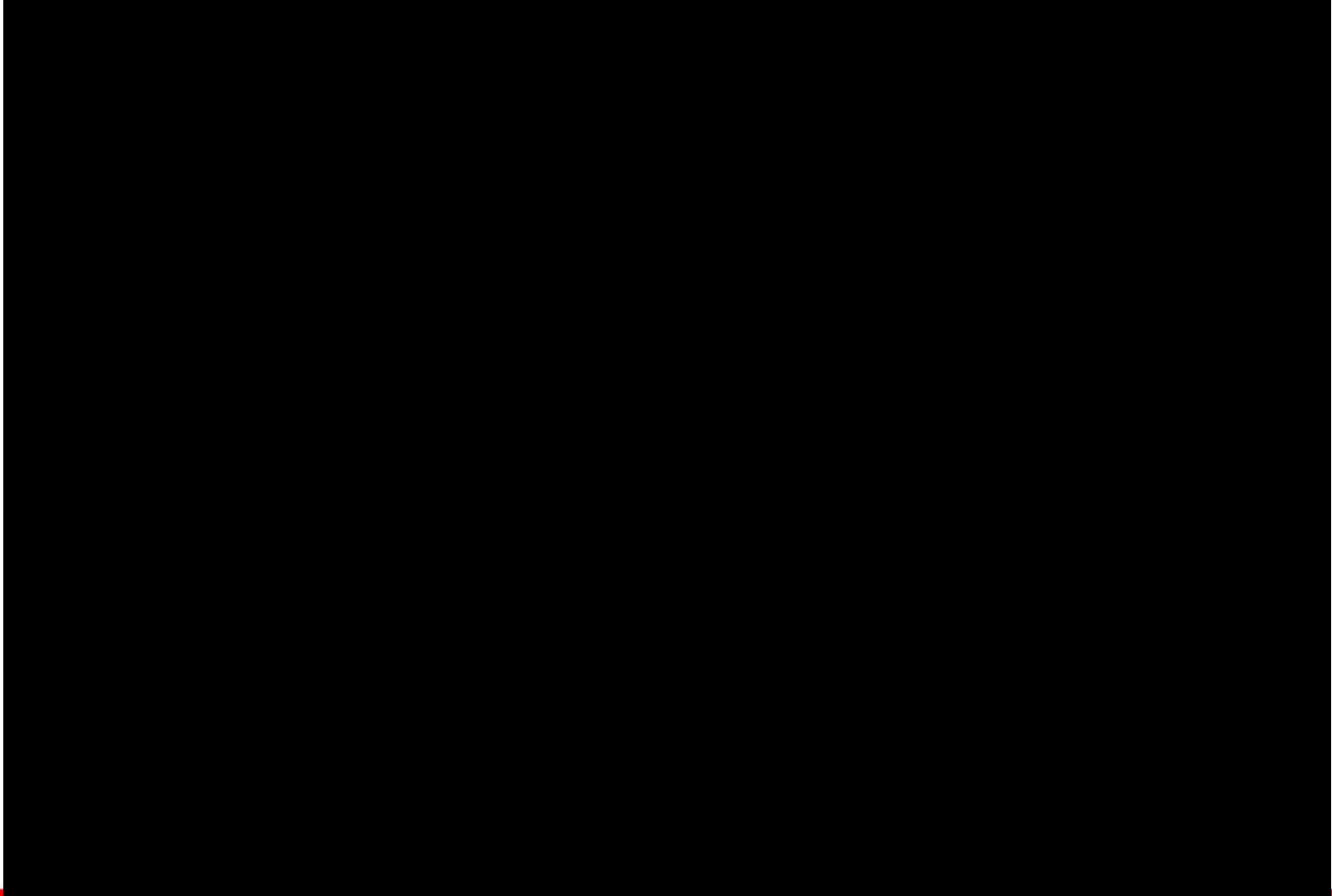
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UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
**TRIAL EXHIBIT 5844**  
CASE NO. 10-03561 WHA  
DATE ENTERED \_\_\_\_\_  
BY \_\_\_\_\_  
DEPUTY CLERK



# Lead Submission – Go to Market



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# Indirect Revenue

[REDACTED]

[REDACTED]

- 1 [REDACTED]
- 1 [REDACTED]
- 1 [REDACTED]
- 1 [REDACTED]

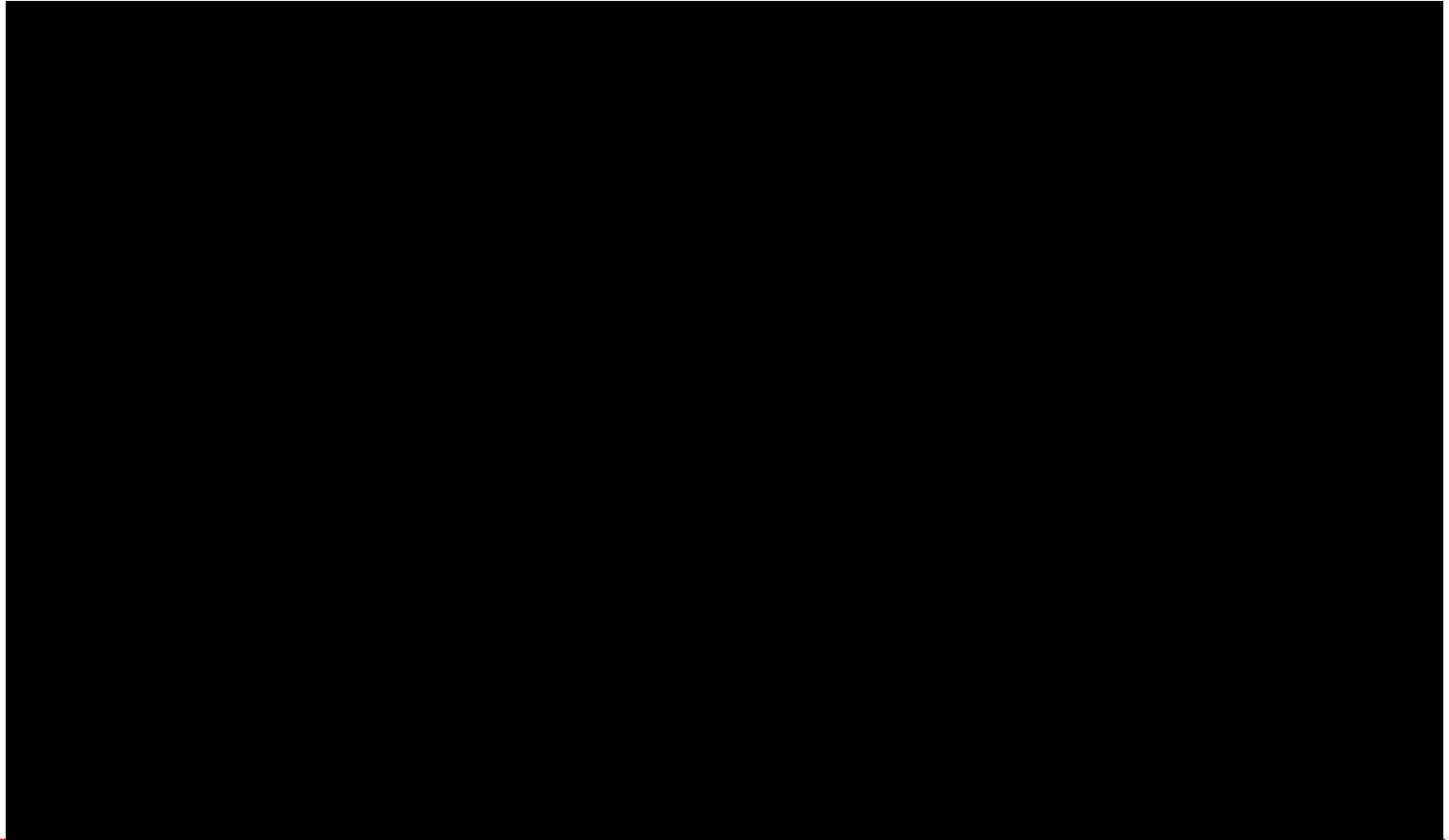
[REDACTED]

Score 10/10





# Presentation Slides & Partner products slides

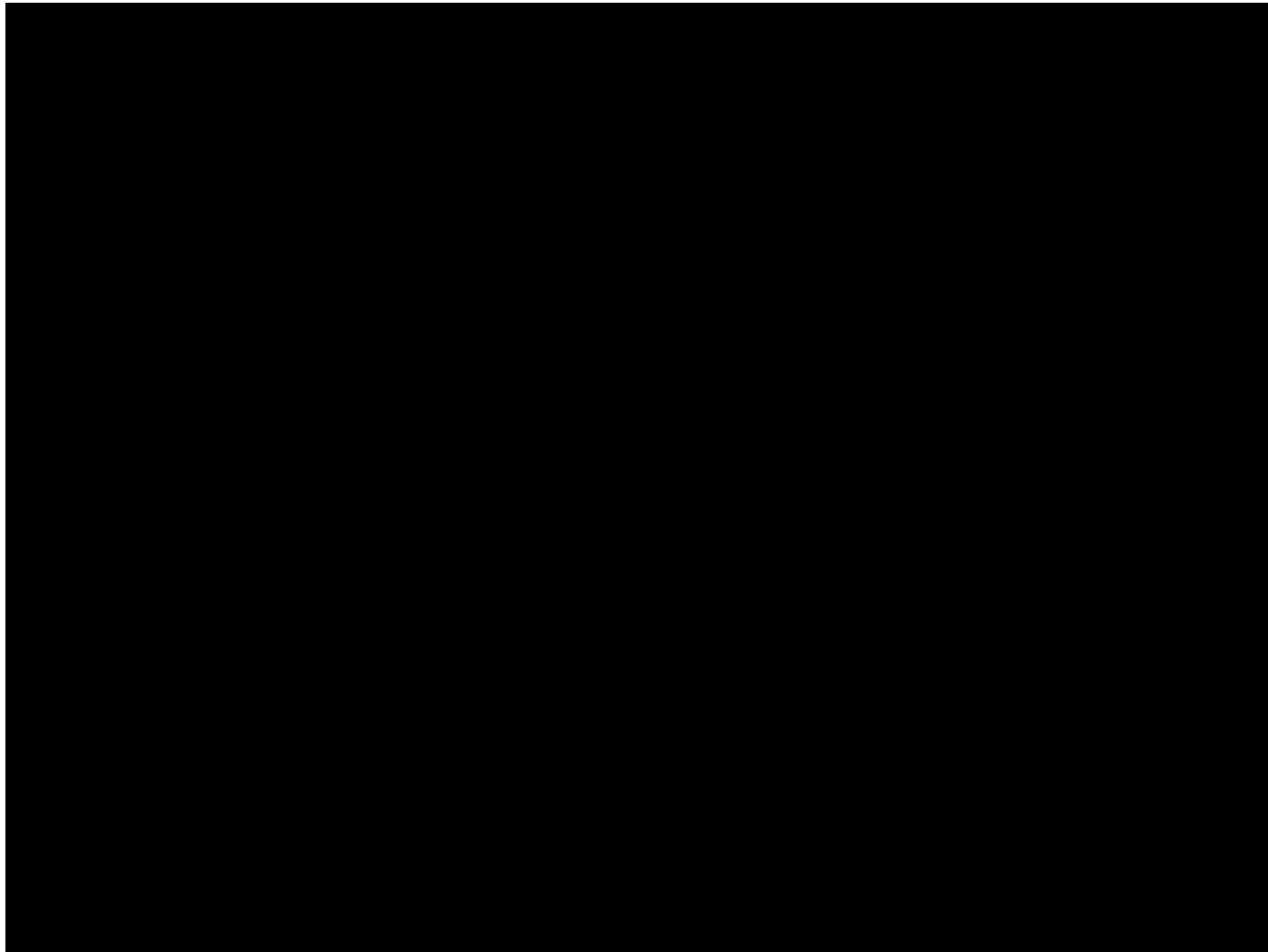


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## Email discussion on [REDACTED] – Indirect Revenue



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# Partner Management & Development

Partner Strategies - [REDACTED]

Goal:

1. [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]

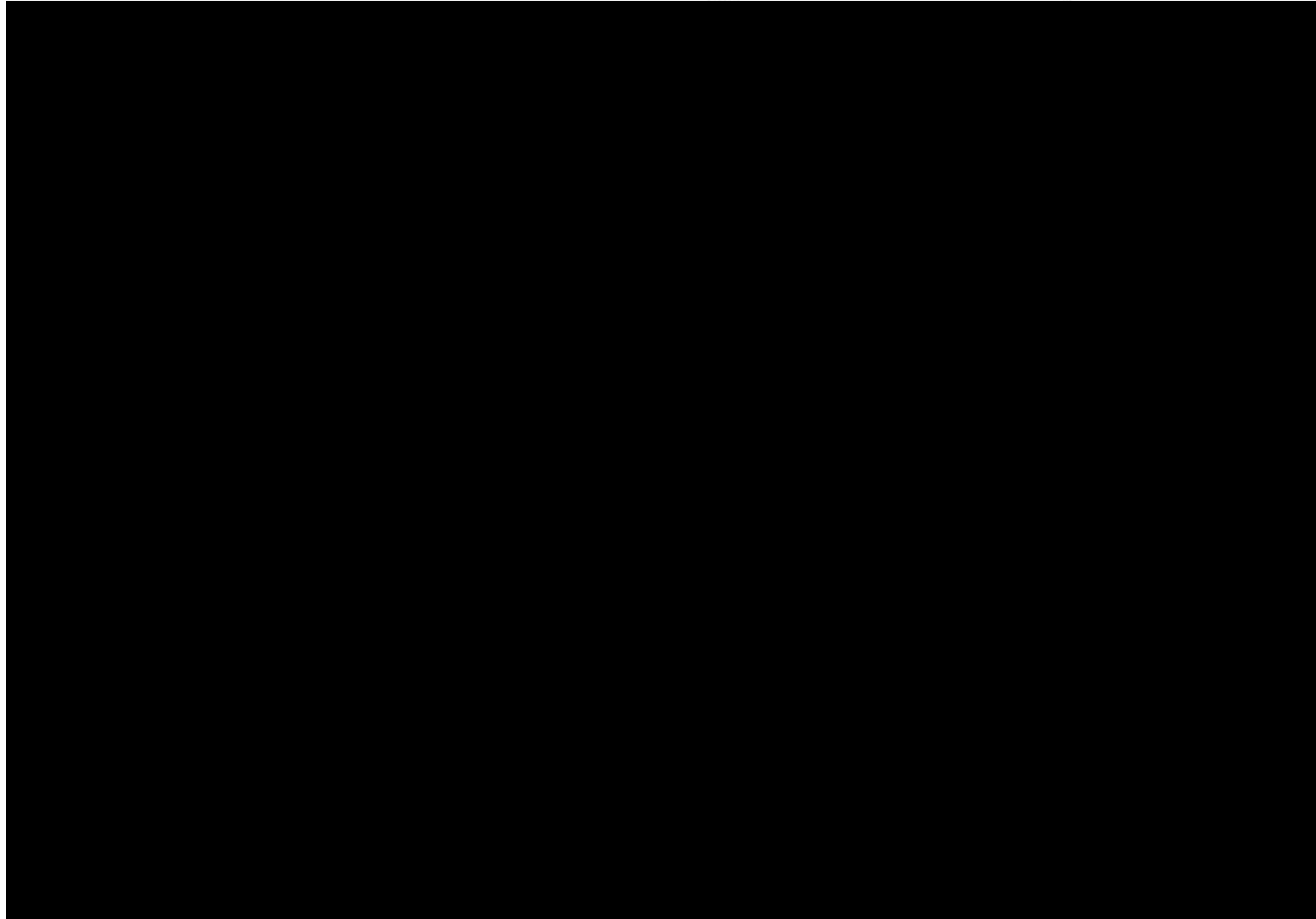
## 2. Submit 2 leads

- Received 2 leads from [REDACTED]
- [REDACTED]
- [REDACTED]

Score 20/20

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## Lead submission – Partner Management & Development



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## Partner Recruitment

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Score 10/10

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



## Partner Revenue ( [REDACTED] )

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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## Pipeline

**Target:**

3 New Leads for Q2 from the following.

1. Direct Customer calls
2. Seminars
3. Joint SoC customer engagements

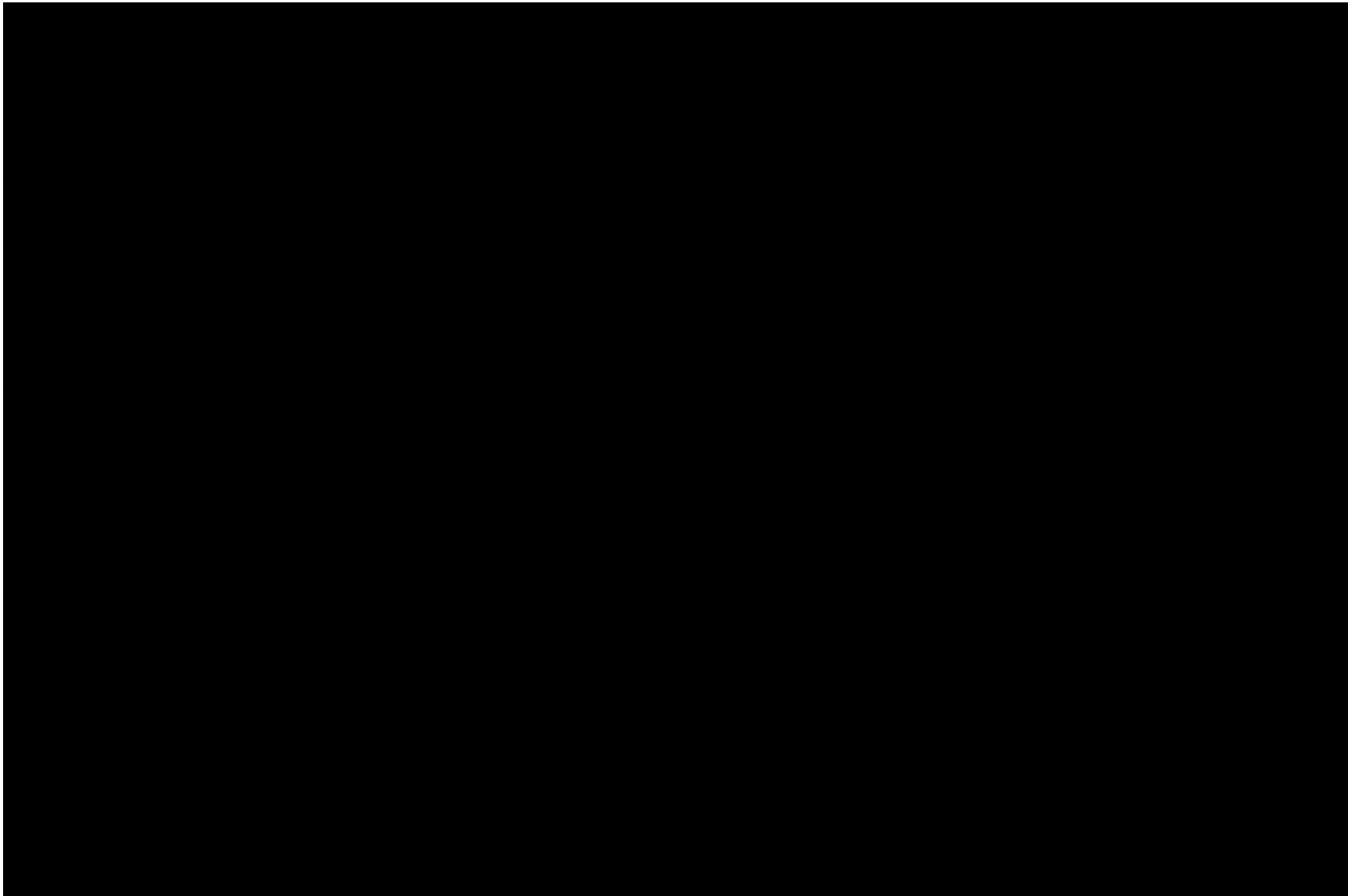
**Data source:**

Lead mailers to Veronique and Slide 8 contains snapshot of the activity.

**Scores: 20/20**



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# Solution and Design Wins

Target:



Scores: 15/15





## Stretch - Goal 1 of 2

### Target

- M2M Seminars
- Goal:
  - 1. Work with corporate on the approvals for participation in M2M forum.
  - 2. Identify & qualify 3 Leads



Score 10/10

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## Stretch - Goal 1 of 2

### Target

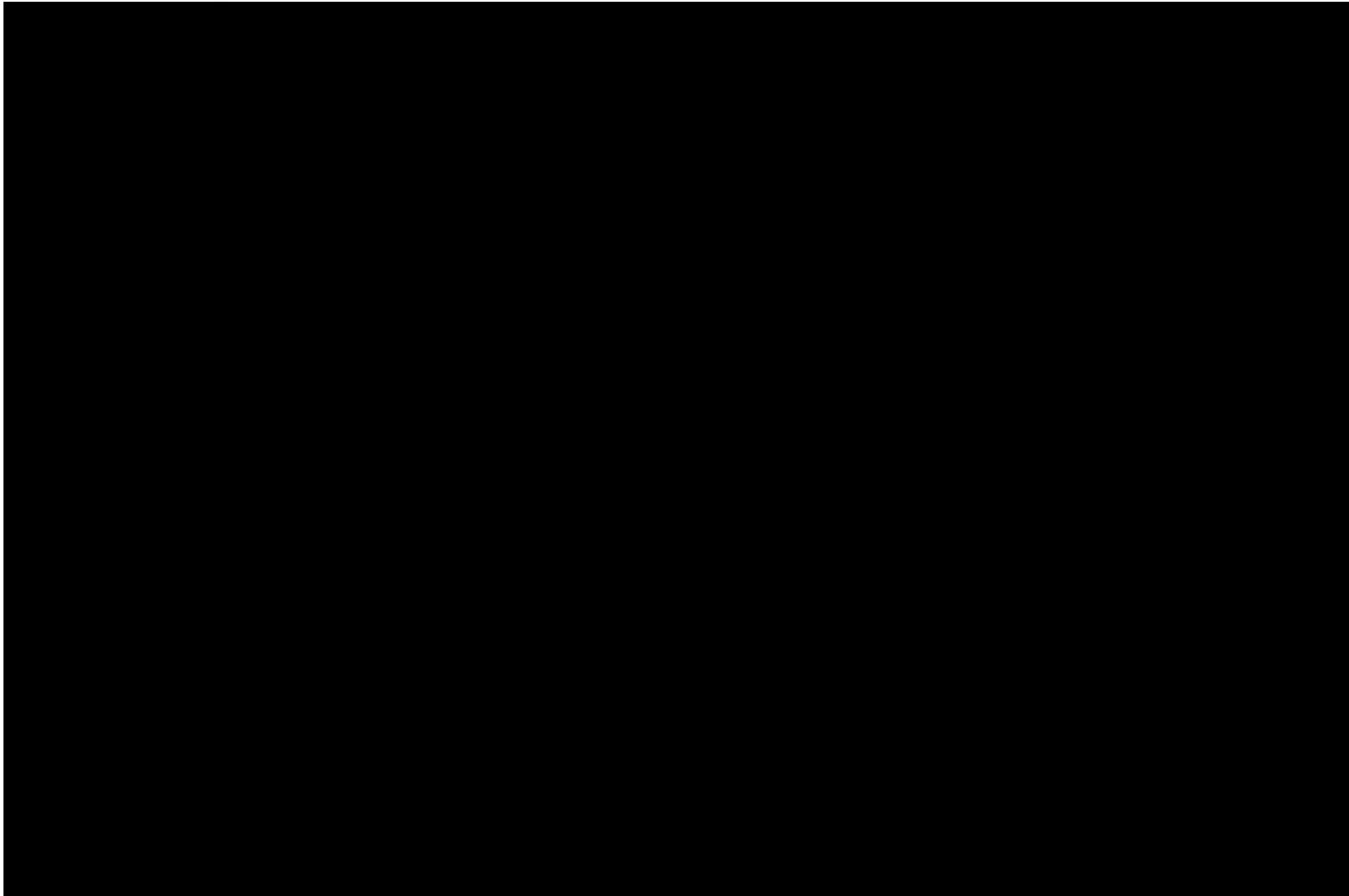
- Goal:
- M2M Seminars Goal: 1. Work with corporate on the approvals for participation in M2M forum 2. Identify & qualify 3 Leads
- **Data source**  
Lead submission to Veronique (Slide 15, 16)

Score 15/15

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## Lead Submission – stretched targets

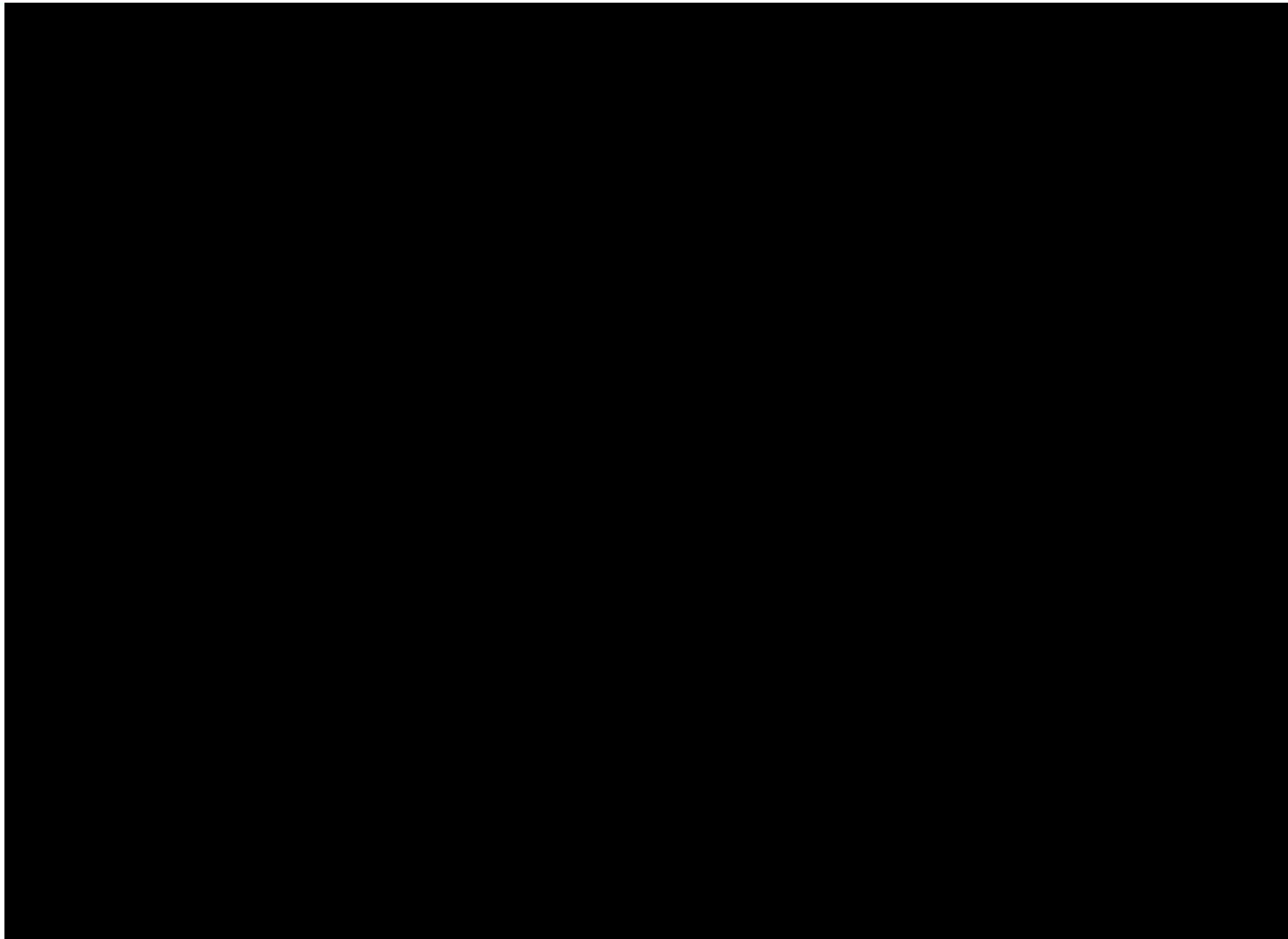


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## Lead Submission – Stretched Targets.



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## Stretch - Goal 2 of 2

### Target

Goal:

[REDACTED]

### Data source

List of Gateway OEMs

Score 15/15

